

ABSTRACT OF THE DISCLOSURE

In an apparatus for recording and reproducing a broadcast program, a receiver receives program content data broadcasted. The program content data includes viewer response request information. A memory records the program content data received by the receiver. A decoder decodes the program content data in case of reproducing the program content data recorded in the memory, and extracts the response request information from decoded program contents data. A sending unit sends an item to be counted in response to the viewer's response to the response request information.